

PROMOTION APPROVAL

Promotion: Cambridge buy one carton get "5" packs free **Retail Dates:** July 3-26, 1995

Brand Manager: Sonya Rush

Brand Project Leader: David Himmel

Program Objective:

The objective of this product promotion is to generate incremental volume, reward Cambridge smokers, and heighten retail visibility.

Program Description:

This promotion offers a "5 packs free" with the purchase of one carton of Cambridge. Two display options will be available: a 30 deal corrugated display and 60 deal header utilizing a 200 carton semi-permanent display. Additionally, POS in the form of a poster and dangler will be available. The promotion will involve 5 Cambridge packings - FF KS, FF 100'S, LTS KS, LTS 100'S, ULT 100'S.

A distributor allowance of \$12/12M is available, as well as a retail placement allowance which is to be used in **Non-Retail Masters accounts only.**

The assembled dimensions for the 30 deal display are: 21 1/2" W x 10 D x 55" H.

Geography:

The promotion is national in scope, but should be skewed towards medium to high developed Cambridge markets.

Trade Class Target:

This promotion is targeted for carton outlets -- Supermarkets and Mass Merchandisers.

Region Allocation: See attached Exhibit 1 for the recommended Section Breakdown.

	<u>30 deal kits</u>	<u>60 deal kits</u>
Region 1	1,080	130
Region 2	3,770	485
Region 3	5,280	695
Region 4	5,300	680
Region 5	1,780	230
Military	<u>550</u>	<u>0</u>
Total	17,760	2,220

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CLEARANCE / EXECUTION APPROVAL

Brand VP

V. Murphy

R. Huckfeldt

G. Eastburn

VPRS Region 1

VPRS Region 2

VPRS Region 3

VPRS Region 4

VPRS Region 5

R. Stirten (Military)

cc: B. Iller
TMDs